

Summer 2006
Water Conservation
Highway 101 Billboard
The Water Wisely Adventures
of
Lola the Ladybug and Wilson the Worm



Featuring



Lola the Ladybug



and Wilson the Worm

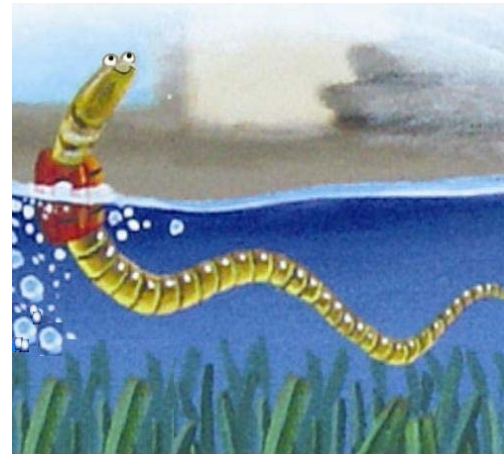
The Sonoma County Water Agency

Presents

The Water Wisely Adventures

of

Lola the Ladybug and Wilson the Worm



The Sonoma County Water Agency is proud to introduce its newest Water Wisely spokespersons, Lola the Ladybug and Wilson the Worm. Lola and Wilson will appear exclusively in the Agency's Summer 2006 Water Wisely campaign. The mission of the campaign is to increase awareness and educate residents about conserving water during the hot summer months.

About Lola and Wilson

This summer, **Lola** and **Wilson** reside in the front yard of the Anderson family. Unfortunately, they are forced to wear life jackets and float on a raft because the Anderson family over-waters their lawn and garden several times a week. In order to help educate the Anderson family about how to conserve water this summer, Lola and Wilson will provide outdoor water conservation tips that all households can use.

Lola and **Wilson** will make special appearances in several media outlets throughout Sonoma County, including: The Press Democrat; La Voz (In Spanish); Comcast Television (English and Spanish); KFTY – Channel 50; PressDemocrat.com; KZST – 100.1 FM; KJZY – 93.7 FM; KRVR – 105.5 FM; KTOB (Spanish) – 1490 AM; and KRRS (Spanish) – 1460 AM.